



THAILAND
VIETNAM

Netherlands Thai Business Forum | 29-09-2023



RESEARCH PROJECT
MAASTRICHT

29-09-2023



Who are we?



About Research Project Maastricht



Team of 12 carefully selected students of Maastricht University



More than 35 years of successful research abroad. Sold out every year for the past 15 years.



Independent organization conducting research at cost price



Training by a.o. Bain & Company, EY, Deloitte, BCG, and McKinsey



Affiliated with Maastricht University



Thorough on-site research in Thailand and Vietnam



Previous research locations



Research method

Desk Research (NL)

Including kick-off meetings with Client – December 2023 (or earlier)

- Pre-research to get acquainted with targeted market & client's company
- Based on research construct questionnaire
- Plan meeting with key players & embassies

Field Research

Field research in Vietnam and Thailand – January to April 2024

- Visit key players & embassy to question them about market
- Generate leads from conversations with questioned parties
- Visit these leads to gain more knowledge about market

Analysis & Presentation

Write report – June/July 2024

- Analyse gathered data into actionable conclusions
- Construct report with findings which offers a clear advice
- Present report and findings in final presentation to client



Research possibilities



Market Analysis



Law & Regulation Analysis



Partner scan



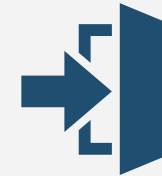
Competitor Analysis



Import/Export Analysis



Consumer Behaviour Analysis



Market Entry Analysis



Investment Possibilities



Outsourcing Possibilities



Sustainability Analysis



Letters of recommendation



'Simac Masic collaborated with Research Project Maastricht (RPM) to find a Chinese agent. RPM conducted research in Beijing and Shanghai from February to March 2019, yielding improved market insights, new contacts, valuable advice, and a potential agent. Simac Masic highly recommends RPM based on their efficient and effective work.'



'ANDEROL BV sponsored RPM students for a China market study. RPM's team displayed determination, arranging meetings with OEMs using translation apps. Their hard work yielded valuable insights, recommendations, and appointments with decision-makers, enhancing our China business trip. We appreciate RPM's outstanding work and enthusiasm!'



'In 2020, Research Project Maastricht analyzed Vietnam's port sector for the Port of Rotterdam, focusing on three goals: a thorough examination of Vietnamese ports and logistics, identifying international opportunities, and exploring software to enhance inland container transport. They executed this complex task admirably, showcasing independence, resourcefulness, and clear, pleasant communication with stakeholders in Vietnam and the Port of Rotterdam.'





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**Research Project
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2024**

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